

# COCONINO COUNTY ARIZONA

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February 13, 2007

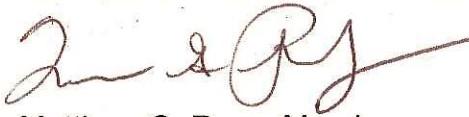
Arizona Historical Advisory Committee  
1700 West Washington, Suite 200  
Phoenix, AZ 85007


Dear Committee Members:

We, the Coconino County Board of Supervisors, request your support for the Arizona State Railroad Museum in Williams, Arizona as an Arizona Centennial Legacy 2012 Project.

As a permanent world class heritage tourism facility that celebrates our great ethnic and cultural diversity, the Museum's educational and interactive exhibits are planned around the railroads that developed, cultivated, and supported our economic growth for more than 150 years. It will make considerable returns to the state on the investment, educate our children, create jobs, and boost the economy of the state.

We consider the Museum to be a fine rural economic development project that is sorely needed in northern Arizona. It also works to preserve our historic and cultural heritage and educate generations of residents and visitors. The annual revenue returns to cities, counties and the state make this a sound business, educational, and cultural investment in the future of Arizona's economy and heritage and we urge your support.

  
Matthew G. Ryan, Member  
Board of Supervisors, District III

  
Carl Taylor, Chairman  
Board of Supervisors

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ARTIST'S CONCEPTION  
ARIZONA STATE RAILROAD MUSEUM  
WILLIAMS, AZ  
PREPARED FOR THE ARIZONA STATE RAILROAD MUSEUM FOUNDATION  
ALBERT J. WILLIAMS - ARTIST

## ARIZONA HISTORICAL ADVISORY COMMISSION

### **Application for Arizona Centennial 2012 Legacy Project Designation**

**AHAC Mission:** Develop, encourage and coordinate a statewide plan for Arizona's centennial in 2012 including advising the legislature and state agencies on centennial history and heritage, arts and culture, assisting the governor's countdown to the centennial to support school children learning about Arizona's history and recommending activities and projects that will ensure lasting accomplishments to commemorate the centennial.

**Vision for Centennial Projects:** Commemorations that encourage all Arizonans to reflect on our unique and authentic history, to experience the rich and diverse tapestry of our heritage, and to explore our promising futures, thus ensuring a lasting legacy.

**Legacy Project Criteria:** This is a request for official designation as an Arizona Centennial Legacy Project. To be considered, the project must 1) accurately portray a significant aspect of Arizona history; 2) be accessible to large number of visitors/users; 3) demonstrate collaboration in the planning; 4) produce an enduring product that will live on after 2012; 5) include an educational component; 6) include a plan for implementation.

Attach a maximum of three pages that address the following areas, in the order listed:

1. General description of the project.
2. Describe how this project meets the Legacy Project criteria.
3. Project timeline. Give details regarding planning and implementation.
4. Describe the project location.
5. List project partners, if applicable.
6. Attach a proposed budget, showing total project cost and funding sources.

Name of project: **Arizona State Railroad Museum**

Contact person: **Al Richmond**

Address: **204 W Railroad Avenue, Williams, AZ 86046**

Telephone Number: **928 606-2781**

Email address: **alrichmond@npgcable.com**

**Mayor Kenneth Edes**  Date **31 January 2007**

Signature (authorizing official or project director)

The Arizona Historical Advisory Commission will review the Committee's recommendations and make final decisions regarding Legacy Project designations. Submit application to:

Arizona Historical Advisory Committee  
1700 W Washington, Suite 200  
Phoenix, AZ 85007

**ARIZONA STATE RAILROAD MUSEUM  
ARIZONA CENTENNIAL 2012 LEGACY PROJECT**

**1. General Description:**

**MISSION STATEMENT**

**The mission of the Arizona State Railroad Museum is to collect, preserve, interpret, and exhibit historic and cultural artifacts relating to the railroad history, development, and heritage of Arizona.**

**Emphasis of the Museum's interactive educational exhibits is on Arizona's multi-ethnic cultural history.**

**UNIQUE CENTENNIAL PROJECT ASPECTS**

- Arizona's railroad legacy dates back to the mid-1800s and continually developed, cultivated, and supported Arizona's historic "Five Cs"...Cattle, Copper, Climate (tourism), Citrus, and Cotton, and many other economic endeavors
- Seventy-six Arizona railroads have operated virtually in every corner of the state
- Every conceivable Arizona occupation and livelihood has either been initiated by, thrived, or depended upon these railroads
- The ethnic and cultural diversity that is Arizona grew up around these railroads and occupations and represents a cross section of the great American dream
- Most Arizona cities and towns owe their very existence to these railroads
- Efficient and environmentally sensitive mass transit in Arizona is once again coming to the fore via light rail and commuter rail
- Interpretation will emphasize culture rather than technology
- Interpretive educational displays will be highly interactive
- The Museum will be self-supporting
- The Museum Foundation will assist other Arizona museums and community projects through grants
- Educational outreach programs for Arizona's schools have already begun and will be a prime focus of the Museum resulting in traveling exhibits to Arizona schools and communities
- The Museum includes a 500 seat high-tech auditorium which will provide a venue for regional school programs and statewide businesses wishing to attract conferences and conventions
- The Museum includes a library and archive dedicated to Arizona's railroad culture
- The Museum includes an art gallery with a focus on railroad and national park art

**2. Legacy Project Criteria:**

- The Museum will accurately portray Arizona's past and present history and also look to the future
- The Museum is a **permanent** heritage tourism project
- Williams is a **Preserve America Community**...one of only six so designated in Arizona...and its Historic District is on the National Register
- Williams is committed to heritage tourism and is the **Gateway to the Grand Canyon®**

- Businesses in northern Arizona communities will benefit substantially due to increased visitation (600,000+) created by the Museum and cause the region to become a destination for tourism and businesses
- The Museum will create the need for a minimum of 340 jobs
- The Arizona Office of Tourism, Departments of Commerce and Transportation, Coconino County Board of Supervisors, City of Williams, and the Arizona Chamber of Commerce have all endorsed and/or supported the Museum project
- The Coconino County Board of Supervisors and the City of Williams have contributed significant amounts of funds and services in the planning and support of the Museum project
- Local, County and State governments will derive \$4.95 to 9 million in annual revenues due to the increased visitation created by the Museum
- The Museum Foundation is incorporated under the laws of Arizona and tax exempt under IRS Code 501(c)(3)

### **3. Timeline:**

- Design, construction, preparation and installation of artifacts and educational exhibits will lead to an open to the public date in 2010...this will allow a year-long celebration leading up to Arizona's Centennial in 2012
- Preliminary architectural design completed by Todd & Associates pro bono
- Preliminary bid for construction completed by Straightline Construction pro bono
- Preliminary bid for interpretive exhibits completed by Chadburn & Assoc pro bono
- Construction to begin upon receipt of funds from bond issue (approx one year)

### **4. Location:**

- The City of Williams has passed a resolution that guarantees fifteen acres in Williams for the Museum campus
- The Museum is co-located with the very successful Grand Canyon Railway
- On historic Route 66
- Just off Interstate 40 and SR 64 at the Gateway to the Grand Canyon®

### **5. Partners:**

- State of Arizona
- Coconino County Board of Supervisors
- City of Williams
- Arizona Historical Society
- Other agencies, museums, libraries and archives throughout Arizona

### **6. Budget and funding sources:**

- \$25 million for design, construction, acquisition and restoration of artifacts, and preparation and installation of interactive educational exhibits
- Funds will be derived from bonds, grants, private and corporate donations, and legislative appropriation
- Artifacts conservatively valued at \$848,000 are currently in the inventory
- A TEA-21 federal grant of \$500,000 administered by ADOT has been awarded and is being used to acquire and restore major artifacts
- Once open the Museum will be a **permanent, self-supporting** venue



## **ARIZONA STATE RAILROAD MUSEUM AT WILLIAMS CONCEPT SUMMARY**

### **Introduction**

The communities of northern Arizona have an excellent opportunity to establish a premier attraction in Williams that will benefit the entire state through a large increase in tourist expenditures, resulting tax revenues, and employment. With the well-documented success of the Grand Canyon Railway between Williams and Grand Canyon National Park, a next logical step is the founding and construction of a high quality state museum dedicated to the rich cultural history of railroading in Arizona. The success of other railroad museums of superlative quality are excellent examples and bode well for the establishment of such a facility at Williams.

### **Museum criteria**

Exceptional quality of construction and displays; Design in the style of an railroad back shop; For national and world notoriety the museum must be of high quality throughout--in its collections, interpretive displays, and staff; Staff must be well trained in their particular areas of expertise, paid a competitive salary, and have a reasonable amount of job security; Archives available to researchers; Open year round.

### **Potential benefits to the Arizona economy**

The museum, particularly being co-located with the Grand Canyon Railway, has the potential for attracting a world audience. For northern Arizona, this translates into direct additional revenues to business throughout the tourist industry. For state, counties, and cities this translates into direct additional tax revenues estimated to be in the \$4.95 to 9 million range. This increased visitation will also create the need for an additional 340 jobs. As the Museum will have a positive cash flow it will be self supporting and able to grant funds for the support of other Arizona museums and cultural projects.

### **Potential displays**

The Museum will have as its emphasis the cultural heritage of Arizona as part of the seventy-six railroads that served the entire state. The cultural and ethnic diversity surrounding the mining, logging, ranching, agriculture, manufacturing, tourism and the military is extensive and will be the focus of the Museum's highly interactive educational exhibits. Motive power and rolling stock will be featured in static displays of a variety of steam and diesel locomotives and a variety of freight, passenger, and special purpose rolling stock. Interpretive displays will emphasize railroad and industrial workers in juxtaposition with appropriate artifacts. Interpretive displays will also feature track construction, and Fred Harvey Company history, and the impact of the Santa Fe Ry and Grand Canyon Ry on Grand Canyon National Park. Art exhibits in the Museum's gallery will have a particular emphasis on railroad and national park advertising art.

### **Location**

Historically, Williams has hosted the world as the Gateway to the Grand Canyon<sup>®</sup>. From 1900 to 1968 travelers arrived at the rim by train after passing through Williams. Although a key city on historic Route 66 for many years, Williams, along with the National Park Service, has returned to supporting visitation to the South Rim via the Grand Canyon Railway since 1989. The Museum will be located on 15 acres within the city limits of Williams.

**Size of facility:** 15-20 acres with 106,500 sq ft under cover

**Costs:** Initial: \$25 million for design, construction, acquisition, and conservation of artifacts

Annual: (approx--subject to staffing)--\$1.2 million

### **Funding:**

Initial construction: Bonds; Grants; State and Federal legislative appropriations

Operating: Admission; Fee for services programs; Museum store; Grants; Memberships; Donations; Special events such as a "railfair" every five years; Special events in cooperation with National Railroad Historical Society; Conference rental of auditorium.